

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2005

**New** X

**Previous Year (below line/defer)** \_\_\_\_\_

**Issue:** Precise Plan for El Camino Real Update

**Lead Department:** Community Development

**General Plan Element or Sub-Element:** Land Use and Transportation

**1. What are the key elements of the issue? What precipitated it?**

This study is an update to the Precise Plan for El Camino Real. The Precise Plan was adopted in 1993 and identifies ten different opportunity areas along El Camino Real that were especially ready for private redevelopment or are important to shaping the vision for El Camino Real. The purposes of the Precise Plan are to:

1. Describe the vision for El Camino Real.
2. Advise interested parties about the primary uses and other types of allowed uses on El Camino Real.
3. Identify locations and development standards for the primary and other allowed uses.
4. Provide incentives for developing the primary uses along El Camino Real.

Current development trends and recent development projects along El Camino Real suggest a need to update the 1993 plan and determine if opportunity areas should be added or revised to: protect existing uses, accommodate new uses, attract investment and/or provide new economic vitality.

El Camino Real is the major commercial corridor in the city. El Camino Real generates approximately 25 percent of the total sale tax revenue for the City, almost exclusively from consumer retail sales. El Camino Real should be strengthened as a major provider of retail services and as a major sales tax producer. El Camino is also a primary transportation route through the city that provides members of this and other communities a strong sense of Sunnyvale's image and values.

The City participated in Joint Venture Silicon Valley's "Main Street Silicon Valley" project. A total of twenty cities, two counties, and four transportation agencies all of whom are apart of the El Camino Real/Monterey Highway corridor study area, collaborated on this Joint Venture Silicon Valley project to create a shared vision for the El Camino Real/Monterey Highway corridor. The shared vision includes

addressing issues such as development patterns, economic function, community identity, streetscape design and land use. The review and evaluation of the current 1993 El Camino Real Precise Plan could work in tandem with the "Main Street Silicon Valley" project. El Camino Real is also designated a high priority corridor for transit by VTA.

**2. How does this relate to the General Plan or existing City Policy?**

**Land Use and Transportation**

**Action Statement C1.1.1** Prepare and update land use and transportation policies, design guidelines, regulations and engineering specifications to reflect community and neighborhood values.

**Policy N1.11** Recognize El Camino Real as a primary retail corridor with a mix of uses.

**Policy N1.11.1** Use the Precise Plan for El Camino Real to protect legitimate business interests, while providing sufficient buffer and protection for adjacent and nearby residential uses.

**Community Design Sub-Element**

**Action Statements**

**2.5A.3a.** Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods.

**2.5A.3b.** Consider development of specific plans or design guidelines for the El Camino Real Commercial District and Mathilda Avenue corridor and study the feasibility of specific plans or guidelines for portions of Evelyn Avenue.

**3. Origin of issue:**

**Council Member(s):**

**General Plan:**

**City Staff:**

Community Development  
Department

**Board or Commission (identify name of the advisory body from the list below):**

Planning Commission

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Planning Commission ranked this study issue 1 of 12 for 2005**

## Board or Commission ranking comments:

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 350

(b) Estimated work hours from consultant(s) if applicable:                     

(c) Estimated work hours from the City Attorney's Office: 25

(d) Estimated work hours from Finance:                     

(e) Estimated work hours from other department(s):

Department: Public Works 50

Department: Finance 20

Department:                                          

Total Estimated Hours: 445

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_

Planning Commission

(c) Is a Council Study Session anticipated? Yes X No \_\_\_

(d) What is the public participation process?

Will include businesses and property owners on El Camino Real to obtain input; standard notification of public hearings with Planning Commission and City Council.

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget —Community Planning and Economic Prospe

\_\_\_ Costs covered by project - <project name>

\_\_\_ Budget modification needed for study - <\$ Amount>

**Explain below what the additional funding will be used for:**

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

<b>Mark a range for the items below:</b>	<b>\$500 or none</b>	<b>\$50K or less</b>	<b>\$51K - \$100K</b>	<b>\$101K - \$500K</b>	<b>\$501K or more</b>
<b>Capital expenditure range</b>	X				
<b>Operating expenditure range</b>	X				
<b>New revenues/savings range</b>	X				

**Explain impact briefly:**

**9. Staff Recommendation for this calendar year:****“For” Study X Explain:**

The reason for the recommendation is to take advantage of current interest on the El Camino Real corridor and to strengthen retail uses along El Camino Real and stimulate conversion of underutilized properties. The Precise Plan for El Camino should be updated to reflect current land uses and serve as a guide for future uses to developers and City staff. Currently, there is much interest from property owners to invest in properties along El Camino. A number of proposals conflict with the guidelines of the current Precise Plan. El Camino Real is the major commercial corridor in the City. The most intense commercial development should be concentrated near major intersections. Under-developed areas between major intersections may be candidates for conversion to high-density residential or mixed use, provided that such development does not negatively affect small businesses or adjacent low-density residential neighborhoods.


The Community Development Strategy identified the El Camino Real as an action area that demands more than the type and level of community development services currently being delivered throughout the City. An action area requires a proactive approach to community development. Updating the Precise Plan is part of the strategy of improving El Camino Real.

**“Against” Study     Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

**No Recommendation**

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
Department Director

11/5/04  
Date

Approved by

  
City Manager

11/9/04  
Date

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Landscaping Requirements for Auto Dealers

**Lead Department:** Community Development Department

**General Plan Element or Sub-Element:** Land Use and Transportation

**1. What are the key elements of the issue? What precipitated it?**

The Sunnyvale Municipal Code requires commercial development to landscape 20% of the lot the equivalent of 12.5% of the floor area, whichever is greater. A 15 foot-wide strip is required along the entire frontage of a lot, measured from the inside edge of the public sidewalk.

A City Council subcommittee chaired by Councilmember Swegles with participation by Councilmember Miller and Planning Commissioner Babcock looked into how the City can partner with new-car auto dealers to strengthen their businesses. The subcommittee was also asked to identify concerns new-car auto dealers have and what the City can do to address those concerns. One of the concerns was landscaping and trees (both private and public) and whether the City would modify landscaping requirements to produce more display area for auto dealers. Auto dealers want to have visibility as close to El Camino Real as possible to attract customers to their dealerships. City Council asked to have a study issue prepared for consideration at the December workshop.

This study issue will look at the existing landscaping requirements and compare this information with requirements for auto dealers in competing Bay Area locations. It will assess the benefits to the dealerships and the impact on the community if revisions are to be made to allow for a smaller landscape area.

**2. How does this relate to the General Plan or existing City Policy?**

**Land Use and Transportation Element**

GOAL C1: Preserve and enhance an attractive Community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of Interest, and human-scale development.

Policy C1.1: Recognize that the City is composed of residential, industrial and commercial neighborhoods, each with its own individual character; and allow change consistent with reinforcing positive neighborhood values.

**GOAL C4: Sustain a strong local economy that contributes fiscal support for desired City services and provides a mix of jobs And commercial opportunities.**

Policy C4.1: Maintain a diversity of commercial enterprises and industrial uses to sustain and bolster the local economy.

Policy C4.3: Consider the needs of business as well as residents when making land use and transportation decisions.

**3. Origin of issue:**

**Council Member(s):** City Council

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Board or Commission ranked this study issue** \_\_\_\_\_ **of** \_\_\_\_\_

**Board or Commission ranking comments:**

**4. Multiple Year Project?** Yes \_\_\_ No X **Expected Year Completed** 2005

**5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):**

(a) Estimated work hours from the lead department 150

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: \_\_\_\_\_

(e) Estimated work hours from other department(s):

**Department:** Public Works 20

**Department:** \_\_\_\_\_

**Department:** \_\_\_\_\_

**Total Estimated Hours:** 180

## 6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_Planning Commission(c) Is a Council Study Session anticipated? Yes \_\_\_ No X

(d) What is the public participation process?

Meetings with auto dealers and neighborhoods adjacent to El Camino Real.

## 7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget – Community Planning & Economic Prosperity\_\_\_ Costs covered by project - N/A\_\_\_ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

## 8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range	X				



**Explain impact briefly:** Potential changes in street trees requirements could affect Public Works. No significant affects to Community Development are expected.

**9. Staff Recommendation for this calendar year:**

**“For” Study**    **Explain:**

**“Against” Study**    **Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

**No Recommendation**   X  

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
Department Director

11/5/04  
\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager

11/9/04  
\_\_\_\_\_  
Date

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Transitioning from a Growth to a Steady-State City

**Lead Department:** Community Development Department

**General Plan Element or Sub-Element:** Land Use and Transportation Element

**1. What are the key elements of the issue? What precipitated it?**

Throughout Sunnyvale's history, the City has been known for its continuous growth. This growth encapsulates dwelling units and home additions, higher intensity and taller commercial and industrial development. As in all cities, this growth creates additional demand for services, changes in the built environment, and increased traffic. It also supports affordable housing goals, redevelopment and reinvestment in properties, and economic transitions.

This study issue would consider policies in the Land Use and Transportation Element and development standards which currently facilitate growth in the City. This study might also require re-evaluation of the City's General Plan which specifies areas for future growth and transition. Staff would work closely with both the residential and business communities to understand the neighborhood impact and economic impact these policies may have.

**2. How does this relate to the General Plan or existing City Policy?**

**Land Use and Transportation Element**

Goal C1: Preserve and enhance an attractive community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of interest, and human-scale development.

Goal C4. Sustain a strong local economy that contributes fiscal support for desired City services and provides a mix of jobs and commercial opportunities.

**3. Origin of issue:**

**Council Member(s):**

\_\_\_\_\_

**General Plan:**

\_\_\_\_\_

**City Staff:**

\_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):**

Planning

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Planning Commission ranked this study issue 6 of 12 for 2005.**

**Board or Commission ranking comments:**

4. **Multiple Year Project?** Yes ☐ No ☒ **Expected Year Completed** 2005

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments):**

(a) **Estimated work hours from the lead department** 300

(b) **Estimated work hours from consultant(s) if applicable:**

(c) **Estimated work hours from the City Attorney's Office:** 25

(d) **Estimated work hours from Finance:**

(e) **Estimated work hours from other department(s):**

Department:

Department:

Department:

**Total Estimated Hours:** 325

6. **Expected participation involved in the study issue process?**

(a) **Does Council need to approve a work plan?** Yes ☐ No ☒

(b) **Does this issue require review by a Board/Commission? If so, please list below:** Yes ☒ No ☐

Planning Commission

(c) **Is a Council Study Session anticipated?** Yes ☐ No ☒

(d) **What is the public participation process?**

Will include neighborhood groups and residents, businesses and business groups as well as real estate agents.

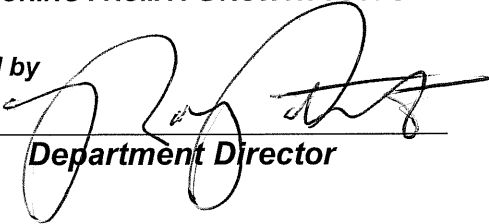
**7. Cost of Study: Please mark appropriate item below.****X Costs covered in operating budget –242 Community Planning****Costs covered by project - n.a.****Budget modification needed for study – n.a.****Explain below what the additional funding will be used for:****8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

**Explain impact briefly:****9. Staff Recommendation for this calendar year:****“For” Study      Explain:****“Against” Study      Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:****No Recommendation   X**

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
Department Director

11/5/04  
\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager

11/9/04  
\_\_\_\_\_  
Date

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Partnership With Advertising Firm to Enhance City Revenue

**Lead Department:** Community Department

**General Plan Element or Sub-Element:** Community Design Sub-Element

1. What are the key elements of the issue? What precipitated it?

This issue was precipitated when a representative of an out-of-home advertising firm suggested a potential new revenue source to one or more City Council members. The proposal is to lease space on City land and facilities for private, off-premises advertising. The most familiar form of such advertising is commonly known as a "billboard". The income from such leases could be designated for a specific public purpose or be placed in the City's General Fund to support basic public services.

2. **How does this relate to the General Plan or existing City Policy?**

The Community Design Sub-Element contains the following policy statement and action statements:

Policy B.3: Minimize elements which clutter the roadway and look unattractive.

Action Statements

B.3.e. Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.

B.3.f. Continue to ensure that signage is used to identify businesses rather than advertise them.

The City's Zoning Code currently does not permit off-premises advertising.

3. **Origin of issue:**

**Council Member(s):** Miller

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

Board or Commission : \_\_\_\_\_

Board or Commission ranked this study issue \_\_\_\_\_ of \_\_\_\_\_

Board or Commission ranking comments:

4. Multiple Year Project? Yes ☐ No ☒ Expected Year Completed \_\_\_\_\_

5. Estimated work hours for completion of the study issue:

(a) Estimated work hours from the lead department \_\_\_\_\_ 250

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: \_\_\_\_\_ 40

(d) Estimated work hours from Finance: \_\_\_\_\_ 20

(e) Estimated work hours from other department(s):

Department: Parks and Recreation \_\_\_\_\_ 40

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: \_\_\_\_\_ 350

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☐ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No ☐

Planning Commission

(c) Is a Council Study Session anticipated? Yes ☐ No ☒

(d) What is the public participation process?

Public meetings with residents and businesses at convenient locations throughout the city.

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget - 242 Community Planning

☐ Costs covered by project - N/A

☐ Budget modification needed for study - N/A

Explain below what the additional funding will be used for:

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range				X	
<b>Explain impact briefly:</b> Lease revenue (could be greater, depending upon number of locations). These revenues could be used to offset the staff time to administer such a program					

**9. Staff Recommendation for this calendar year:**

**"For" Study \_\_\_ Explain:**

**"Against" Study X Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

Programs to enhance city revenues are important to consider. The matter of off-premises signage, though, has a history within the community. Considerable effort was spent during the 1960s and 1970s to amortize off-premises signs. When the City Council considered whether to permit signage on bus shelters, in order to increase the number of shelters, it was a difficult decision, however a public benefit was identified with the bus shelters. Staff believes that allowing additional off-premises advertising will make it that much more difficult to maintain the city's restrictions on this type of signage.

**No Recommendation \_\_\_**

Reviewed by

  
 Department Director

11/5/04  
 Date

Approved by

  
 City Manager

11/9/04  
 Date



**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2005

**New** X

**Previous Year (below line/defer)** \_\_\_\_\_

**Issue:** Centralized Trash Enclosure Requirements for Attached Housing

**Lead Department:** Community Development Department

**General Plan Element or Sub-Element:** Community Design Element; City-Wide Design Guidelines; Solid Waste Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

Title 19 of the Sunnyvale Municipal Code requires recycling and solid waste container enclosures for residential development with four or more units. This ordinance was enacted to ensure attractive site design and general maintenance, as well as efficiency for collection activities. Title 19.38 was amended in 2000, and 1999 in relation to enclosures. Sunnyvale's collection service provides pickup for trash, recyclables, and yard waste (for single family homes only). Each type of refuse requires its own container. Multiple enclosures are often required to provide convenience to the occupants.

With the recent surge in medium-density townhouse/ownership developments, developers have requested deviations to allow for individual carts stored in each residence. Most new residential units are of a townhome design and include two-car garages. The garages are then intended to provide for the storage of the carts rather than at centralized locations. In addition to storage of the materials, collection of the refuse is an issue in these developments in terms of costs, efficiency, safety, noise, on-site circulation, and serviceability of narrow private streets and driveways. Public Works Department recently completed an internal review of services and operations and found that individual pickup is not justified due to increased costs to occupants and efficiency and safety of providing the service. This study issue would reevaluate when individual carts are appropriate.

Information on the time, cost and visual affects between centralized pick-up and individualized carts is included as an attachment to this summary paper.

**2. How does this relate to the General Plan or existing City Policy?**

**Community Design Element**

Policy C.3: Ensure site design creates places which are well organized, attractive,

efficient and safe.

Action Statement C.2.c Continue to require that sites be designed so that the building locations, driveways, parking, exterior mechanical equipment, auxiliary structures and services access area are attractive an competitive with adjoining properties and the public right of way.

### City Wide Design Guidelines

Trash Enclosures: E1 through E11

### Solid Waste Sub-Element

Policy 3.2a.1 Provide convenient, competitively priced solid waste collection services.

#### 3. Origin of issue:

Council Member(s):

\_\_\_\_\_

General Plan:

\_\_\_\_\_

City Staff:

\_\_\_\_\_

Board or Commission (identify name of the advisory body from the list below):

Planning Commission

\_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Planning Commission ranked this study issue 7T of 12 for 2005.

Board or Commission ranking comments:

4. Multiple Year Project? Yes\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 150

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: \_\_\_\_\_

(e) Estimated work hours from other department(s):

Department: Public Works Dept. 60

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 220

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_

Planning Commission

(c) Is a Council Study Session anticipated? Yes \_\_\_ No X

(d) What is the public participation process?

Standard public hearing notice and practices

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget - 242 Community Planning

\_\_\_ Costs covered by project - NA

\_\_\_ Budget modification needed for study - NA

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				

Operating expenditure range	X				
New revenues/savings range	X				

**Explain impact briefly:**

Cost differences between individual pickup and centralized enclosures would be passed on to the consumer. If individual pickup was deemed more difficult or unsafe there may be a greater occurrence of injuries thereby raising operational costs and rates.

**No direct outcome of study issue. If fees were implemented future capital spending may occur to develop housing projects.**

**9. Staff Recommendation for this calendar year:**

**"For" Study \_\_\_ Explain:**

**"Against" Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:**

**No Recommendation X**

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
Department Director

11/5/04  
Date

Approved by

  
City Manager

11/9/04  
Date

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2005

**New** X

**Previous Year (below line/defer)** \_\_\_\_\_

**Issue:** Noise Sub-Element Update

**Lead Department:** Community Development Department

**General Plan Element or Sub-Element:** Noise Sub-Element

1. **What are the key elements of the issue? What precipitated it?** The Noise Sub-Element is one of six sub-elements in the Environmental Management Element of the General Plan. This element is State mandated. This sub-element was last update in 1997. Noise is defined as unwanted sound. Freedom from excessive noise is one measure of the quality of life. The Noise Sub-Element identifies sources of noise in Sunnyvale and strategies for reducing the negative impact of noise. An updated Noise Sub-Element will determine if noise conditions have changes since 1997, and identify strategies for living with noise.
2. **How does this relate to the General Plan or existing City Policy?** The Noise Element Goal 3.6A: Maintain or achieve a compatible noise environment for all land uses in the community.

Legislative Management Sub-Element Goal 7.3A1c: Review and update each General Plan sub-element every 5-10 years

3. **Origin of issue:**

**Council Member(s):** \_\_\_\_\_

**General Plan:** Legislative /Management

**City Staff:** Planning staff

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Board or Commission ranked this study issue** \_\_\_\_\_ **of** \_\_\_\_\_

**Board or Commission ranking comments:**

4. Multiple Year Project? Yes\_\_\_ No X Expected Year Completed 2005 \_\_\_\_\_
5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):
- (a) Estimated work hours from the lead department \_\_\_\_\_ 300
- (b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_
- (c) Estimated work hours from the City Attorney's Office: \_\_\_\_\_ 40
- (d) Estimated work hours from Finance: \_\_\_\_\_
- (e) Estimated work hours from other department(s):
- |             |                      |       |    |
|-------------|----------------------|-------|----|
| Department: | Public Safety        | _____ | 20 |
| Department: | Parks and Recreation | _____ | 20 |
| Department: | Public Works         | _____ | 20 |
- Total Estimated Hours: \_\_\_\_\_ 400
6. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes X No \_\_\_
- (b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_
- \_\_\_\_\_ Planning Commission
- (c) Is a Council Study Session anticipated? Yes X No \_\_\_
- (d) What is the public participation process? Update of the Noise Sub-Element will require notice to the public and scheduled public hearings.
7. Cost of Study: Please mark appropriate item below.
- X Costs covered in operating budget – 242 Community Planning
- \_\_\_ Costs covered by project - N/A
- X Budget modification needed for study – \$35,000

Explain below what the additional funding will be used for:

\$25,000 for professional acoustical services.

\$10,000 for copying, notification and printing.

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly:

9. Staff Recommendation for this calendar year:

“For” Study \_\_\_ Explain:

“Against” Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation \_\_\_

Recommend deferral X Recommend deferral due to costs and other pending study issues.

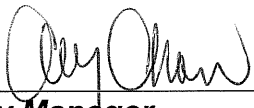
*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

**Reviewed by**

  
\_\_\_\_\_  
**Department Director**

11/5/04  
\_\_\_\_\_  
**Date**

**Approved by**

  
\_\_\_\_\_  
**City Manager**

11/9/04  
\_\_\_\_\_  
**Date**



**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2005

**New** X

**Previous Year (below line/defer)** \_\_\_\_\_

**Issue:** Heritage Tourism in Sunnyvale

**Lead Department:** Community Development

**General Plan Element or Sub-Element:** Heritage Preservation Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

El Camino Real is often referred to as the "Golden Chain," due to the high concentration of commercial and retail activities traditionally located along this corridor. El Camino has also been the historical transportation passage that has linked the cities of the Peninsula South Bay together. As a result, many historical resources are now located in Sunnyvale and the surrounding cities along El Camino Real and are beginning to generate a noticeable amount of tourism in the area. Sunnyvale is strategically located on El Camino to capture a portion of this blossoming new tourism and the revenue that tourism can generate for local businesses.

The study would complete two tasks. First, it would research and study ways in which to take advantage of the City's location, such as exploring the feasibility of linking Sunnyvale's historical resources with those of the surrounding cities. Second, the study would gather information on the approach that other local cities have used to attract tourism and finding resources available for Sunnyvale to utilize.

In 2000 the City produced a self-guided bike tour titled "City of Sunnyvale Heritage Bike Tours." The brochure identifies two routes with information on 29 heritage sites in Sunnyvale. The Heritage Preservation Commission was not familiar with this tour and therefore they did not have an opportunity to consider it when ranking this study issue.

This study would go further by recommending a strategy to promote heritage resources with the tourism industry.

**2. How does this relate to the General Plan or existing City Policy?**

**The Heritage Preservation Sub-Element**

**Goal 6.3A.2** - Develop and expand cooperative working relationships with schools, civic groups, neighboring organizations, business organizations and other established organizations to share in the promotion of heritage programs and

projects.

3. Origin of issue:

Council Member(s): \_\_\_\_\_

General Plan: \_\_\_\_\_

City Staff: \_\_\_\_\_

Board or Commission (identify name of the advisory body from the list below): \_\_\_\_\_ Heritage Preservation Commission

Heritage Preservation Commission ranked this study issue 3 of 3

Board or Commission ranking comments:

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: \_\_\_\_\_

(d) Estimated work hours from Finance: \_\_\_\_\_

(e) Estimated work hours from other department(s):

Department: Office of City Manager 10

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 130

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_

Heritage Preservation Commission

(c) Is a Council Study Session anticipated? Yes \_\_\_ No X

(d) What is the public participation process?

None

7. Cost of Study: Please mark appropriate item below.

☐ Costs covered in operating budget – 242 – Community Planning☐ Costs covered by project - N/A☒ Budget modification needed for study – \$8,000

Explain below what the additional funding will be used for:

The funds will be used to hire a marketing consultant to produce a marketing strategy to promote Heritage Tourism for the City.

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				
<b>Explain impact briefly:</b> This type of program could result in minimal expenditures such as publication of a brochure. Staff does not anticipate any measurable increase in City revenue by implementation of a Heritage Tourism program in Sunnyvale.					

9. Staff Recommendation for this calendar year:

“For” Study ☐ Explain:

“Against” Study ☒ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

The existing bicycle tour map addresses the fundamentals of a heritage tour. Copies of this brochure can be sent to the Chamber of Commerce and hotels for use by their clients in place of a more comprehensive tourism program. Although Sunnyvale’s heritage resources are significant to the community, they may not provide the draw to tourists and therefore not result in significant additional revenue to the City.

No Recommendation ☐

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
Department Director

11/5/04  
\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager

11/9/04  
\_\_\_\_\_  
Date

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Clarify the Heritage Preservation Commission's Role in Relation to the Sunnyvale Municipal Code

**Lead Department:** Community Development

**General Plan Element or Sub-Element:** Heritage Preservation Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

The Heritage Preservation regulations in Sunnyvale Municipal Code Chapter 19.96 require the Heritage Commission to only review projects that; 1) Have a Local Landmark status; or 2) Are located within the Landmark District (Murphy Ave). The HPC does not review any proposed alterations or demolitions to structures listed on the City's Heritage resource inventory or in the Heritage Housing District.

This study would review the Heritage Preservation Commission's role in reviewing listed heritage structures and determine when the HPC should review proposed alterations or demolitions to Heritage Resource Inventory projects. The study would also make recommendations on changes to the current SMC.

Staff is currently completing a Study Issue from 2004 that modifies the Heritage Preservation Code in regards to the California Environmental Quality Act. Some of the concerns regarding the Heritage Preservation Commission's role may be addressed in that study.

**2. How does this relate to the General Plan or existing City Policy?**

**Heritage Preservation Sub-Element**

Policy 6.3.B9 – Maintain the heritage preservation ordinance and its regulations and procedures as part of Sunnyvale Municipal Code, making minor modifications as necessary but in keeping its principal functions intact, including the maintenance of the Heritage Preservation Commission's roles and functions.

**3. Origin of issue:**  
**Council Member(s):**

**General Plan:**

City Staff: \_\_\_\_\_

Board or Commission (identify name of the advisory body from the list below):

 \_\_\_\_\_  
 Planning Commission  
 Heritage Preservation  
 Commission  
 \_\_\_\_\_
Board or Commission ranked this study issue 7T of 12 (Planning)Board or Commission ranked this study issue 2 of 3 (Heritage)

Board or Commission ranking comments:

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 100

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: 40

(d) Estimated work hours from Finance: \_\_\_\_\_

(e) Estimated work hours from other department(s):

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 140

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_Heritage Preservation Commission(c) Is a Council Study Session anticipated? Yes \_\_\_ No X

(d) What is the public participation process?

All affected property owners will be notified of any changes to SMC. A Public Notice of the hearing will be posted in the newspaper and on the City's website.

## 7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – 242 – Community Planning☐ Costs covered by project -☐ Budget modification needed for study –

Explain below what the additional funding will be used for:

## 8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

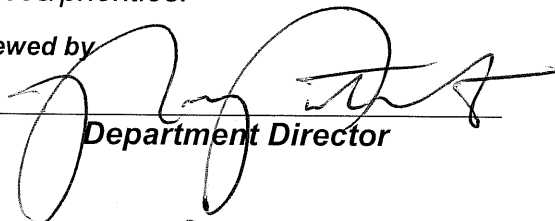
Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range	X				
Explain impact briefly: The SMC changes would require significantly more staff time to support the Heritage Preservation Commission in terms of report writing and time associated with public hearings.					

## 9. Staff Recommendation for this calendar year:

“For” Study ☐ Explain:“Against” Study ☐ Explain.No Recommendation ☒

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by


  
 Department Director

 11/5/04  
 Date

Approved by


  
 City Manager

 11/9/04  
 Date

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2005

**New** X

**Previous Year (below line/defer)** \_\_\_\_\_

**Issue:** Land Use and Transportation Element Update

**Lead Department:** Community Development Department

**General Plan Element or Sub-Element:** Land Use and Transportation Element

**1. What are the key elements of the issue? What precipitated it?**

The Sunnyvale General Plan consists of 22 documents organized as elements or sub-elements. Land Use and Transportation Elements are two State mandated elements. Land use and transportation have an affect on virtually all other elements of the General Plan. Decisions on the use of land determine the character of the community, its economic vitality, and future demands on services. Since the adoption of the element in 1997 there have modifications to the City's management of transportation improvements by adoption of the Transportation Strategic Program. There have also been significant land use plans adopted such as the Moffett Park Specific Plan and the Downtown Specific Plan. The City has also started practicing neighborhood conservation through tools such as the single-story combining district. None of these recent changes are captured in the existing document. There have also been significant budget changes that may effect how the City practices land use and transportation planning.

**2. How does this relate to the General Plan or existing City Policy?**

Legislative/Management:

Goal 7.3A: Assess community conditions and make appropriate changes to long-range, mid-range and short-range plans.

Action Statement 7.3A.1c: Review and update each General Plan subelement every 5-10 years.

**3. Origin of issue:**

**Council Member(s):**

**General Plan:**

Legislative/Management

**City Staff:**

Planning staff

**Board or Commission:**





**7. Cost of Study: Please mark appropriate item below.**

☒ Costs covered in operating budget – 242 – Community Planning & Traffic and Transportation

☐ Costs covered by project - N/A

☒ Budget modification needed for study – \$85,000

**Explain below what the additional funding will be used for:**

- \$75,000 for traffic consultant services.
- \$10,000 for document design and printing costs.

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

**Explain impact briefly:** Long-term fiscal impacts cannot be estimated until completion of this major study due to the potential changes in important land use and transportation goals, policies and action statements.

**9. Staff Recommendation for this calendar year:****“For” Study**      **Explain:****“Against” Study**      **Explain.****No Recommendation**     **Recommend deferral**   X  

Staff recommends deferral on this study due to staffing levels and other work that is already prioritized and pending. Staff recommends that a conforming document reflective of all special studies and regulatory changes be prepared in the next 2-3 years.

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

**Reviewed by**  
\_\_\_\_\_  
**Department Director**11/5/04  
**Date****Approved by**  
\_\_\_\_\_  
**City Manager**11/9/04  
**Date**

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Web Page Enhancements – Business Directory

**Lead Department:** Community Development

**General Plan Element or Sub-Element:** Socio-Economic Element

**1. What are the key elements of the issue? What precipitated it?**

This will make information available about Sunnyvale businesses on the City's web site through an online directory. Increasing the visibility of businesses to residents and other businesses will help retain and grow businesses. This issue came from a discussion by the City Council at a study session on economic development.

The study issue would identify sources for business identification such as the business license system, property tax information, Board of Equalization data, Dunn & Bradstreet data, etc. The first step is to determine the methodology for collecting and maintaining the data. There are a number of business categories that are not represented in the business license system (e.g., financial institutions, insurance agents, non-profits, military veterans) so a number of sources would have to be used. With two-year renewal for business licenses, the maintenance of the data is more complicated. To ensure that the data is as complete and up-to-date as possible, more than one source would likely be necessary. Once the data collection and maintenance issues are addressed, options and costs for user-friendly access (i.e., text based or map based access) will be assessed and presented to City Council for consideration as part of the report.

**2. How does this relate to the General Plan or existing City Policy?**

Policy 5.1C.4 Promote business opportunities and business retention in Sunnyvale.

Policy 5.1C.6 Consider development of a strong business retention program.

**3. Origin of issue:**

**Council Member(s):** Howe, Hamilton

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Board or Commission ranked this study issue \_\_\_\_\_ of \_\_\_\_\_**

**Board or Commission ranking comments:**

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department \_\_\_\_\_ 180

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: \_\_\_\_\_ 15

(d) Estimated work hours from Finance: \_\_\_\_\_ 50

(e) Estimated work hours from other department(s):

Department: Information Technology \_\_\_\_\_ 25

Department: Office of the City Manager \_\_\_\_\_ 50

Department: \_\_\_\_\_

Total Estimated Hours: \_\_\_\_\_ 320

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes \_\_\_ No X

(c) Is a Council Study Session anticipated? Yes \_\_\_ No X

(d) What is the public participation process?

**7. Cost of Study: Please mark appropriate item below.**☒ **Costs covered in operating budget – 244 Economic Development**☐ **Costs covered by project - n/a**☐ **Budget modification needed for study – n/a****Explain below what the additional funding will be used for:****8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range		X			
Operating expenditure range		X			
New revenues/savings range					
<b>Explain impact briefly:</b> If an online directory option is approved through the study issue review and report, there would be an initial project cost to augment the IT staff hours to develop and implement a text-based or map-based business directory and purchase the hardware, and ongoing operational costs to collect and maintain the data and input the data into the system.					

**9. Staff Recommendation for this calendar year:****“For” Study \_\_\_ Explain:****“Against” Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:****No Recommendation X**

Since FY 2003/04, staff has created hard copies of brochures listing the locations of shopping centers throughout the city and the stores that are located in each center. The economic development staff has a non-routine to modify the brochures for placement on the City website this fiscal year, including downtown businesses on the website. The City's website has a link to the "Sunnyvale Yellow Pages" maintained by Yahoo! on their site. This link is updated and kept current at no cost to the City. Staff is continuing to identify key business groups and geographic areas that would be useful to add to the City web site. Over the past two years, staff reviewed options for creating a cost-effective stand-alone online business directory using the City's business license system. The current online directory is an interim solution to providing the Shop Sunnyvale information.

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

**Reviewed by**  
\_\_\_\_\_  
**Department Director**11/5/04  
**Date****Approved by**  
\_\_\_\_\_  
**City Manager**11/9/04  
**Date**

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Pilot Program on Multi-family Rental Housing Inspection**Lead Department:** Community Department**General Plan Element or Sub-Element:** Housing and Community Revitalization Sub-Element**1. What are the key elements of the issue? What precipitated it?**

In the fall of 2001, the Community Development Department undertook a comprehensive "windshield" survey of all residential properties in the city, recording condition of structures and level of property maintenance. The survey determined that 11 percent of the single-family houses were in need of substantial reinvestment, and 17 percent of all multi-family units (or 4,500 units) were in need of substantial reinvestment. The relatively greater need in multi-family housing was somewhat surprising, given the relatively young age of multi-family housing in the city. Most of the units in need of substantial rehabilitation were found to be in smaller complexes, housing two to ten units; buildings with 16 or more units are required by State law to have on-site managers, and they are generally better maintained.

Although the overall condition of housing in Sunnyvale is quite good, the lack of reinvestment in many multi-family units was deemed a problem. The Community Development Strategy, therefore, recommended a rental housing inspection program, similar to those in Mountain View and Hayward, wherein all rental units would be inspected on a regular basis. The Strategy noted that "the introduction of such a program in Sunnyvale is likely to be controversial". Nevertheless, it was felt that such a program could reverse a potential downward spiral which could ultimately result in a lower quality of life including higher crime rates and other social problems.

In the two years since completion of the Community Development Strategy, staff has marketed rehabilitation loans for rental properties, but few property owners have expressed interest. Staff believes that reinvestment in older rental properties will take place only if a "stick" is applied (in the form of rental housing inspection), as well as a "carrot" (in the form of low-interest rehabilitation loans).



This Study Issue does not propose to design and implement a city-wide rental housing inspection program as discussed in the Community Development Strategy. Rather, it proposes to design a pilot program in one or more multi-family target areas, similar to the Neighborhood Preservation pilot program in Lakewood Village in 2002. Only upon completion of the study would the City Council decide if it wished to proceed with implementation of a pilot program. The success of the pilot program would then assist Council to determine if it wished to expand the program to other areas of the city.

**2. How does this relate to the General Plan or existing City Policy?**

The Housing and Community Revitalization Sub-element sets forth the following policies:

Policy C.2: Continue to encourage and assist property owners to maintain existing developments in a manner that is aesthetically pleasing, free from nuisances, and safe from hazards.

C.2.b. Continue the rehabilitation loan program for single, multi-family and mobile homes.

Policy C.4: Continue to implement rehabilitation and code compliance focusing on providing the programs in the areas of greatest need.

Policy C.7: Plan for the future impacts of Sunnyvale's aging housing supply.

Policy C.11: Identify and remediate lead-base paint hazards.

**3. Origin of issue:**

**Council Member(s):**

\_\_\_\_\_

**General Plan:**

\_\_\_\_\_

**City Staff:**

X

**Board or Commission :**

\_\_\_\_\_

**Board or Commission ranked this study issue \_\_\_\_\_ of \_\_\_\_\_**

**Board or Commission ranking comments:**

**4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005**

5. Estimated work hours for completion of the study issue:
- (a) Estimated work hours from the lead department 160
- (b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_
- (c) Estimated work hours from the City Attorney's Office: 40
- (d) Estimated work hours from Finance: 10
- (e) Estimated work hours from other department(s):
- Department: \_\_\_\_\_
- Department: \_\_\_\_\_
- Department: \_\_\_\_\_
- Total Estimated Hours: 210
6. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes \_\_\_ No X
- (b) Does this issue require review by a Board/Commission? If so, please list below: Yes \_\_\_ No X
- (c) Is a Council Study Session anticipated? Yes \_\_\_ No X
- (d) What is the public participation process?
7. Cost of Study: Please mark appropriate item below.
- X Costs covered in operating budget - 230- Housing & Human Services (CDBG funds)
- \_\_\_ Costs covered by project - N/A
- \_\_\_ Budget modification needed for study - N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range	X				

**Explain impact briefly:**

It is anticipated that the costs of both the Study Issue and implementation of a pilot program could be covered in the operating budget of the Housing and Human Services program in the Department of Community Development. Implementation on a larger scale, however, would require a budget modification, the cost of which may or may not be recouped by a fee imposed on rental property owners.

**9. Staff Recommendation for this calendar year:**

**“For” Study \_\_\_ Explain:**

**“Against” Study \_\_\_ Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

**No Recommendation X**

**Reviewed by**

  
\_\_\_\_\_  
**Department Director**

11/17/04  
\_\_\_\_\_  
**Date**

**Approved by**

  
\_\_\_\_\_  
**City Manager**

11/23/04  
\_\_\_\_\_  
**Date**

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

Issue: Marketing City Property for Wireless Telecommunications UseLead Department: Community DepartmentGeneral Plan Element or Sub-Element: Land Use and Transportation

## 1. What are the key elements of the issue? What precipitated it?

Wireless phone companies have essentially completed their coverage of non-residential areas and freeway corridors through installation of antennas in industrial and commercial areas. Their attention is now more directed toward full coverage in residential areas, which generally forces them to locate facilities on school and church sites in the heart of residential neighborhoods. Local opposition has raised some of these proposals to the level of City Council (on appeal).

The Federal Telecommunications Act of 1996 preempts almost all local authority to regulate wireless telecommunications infrastructure. Local control is essentially limited to issues of aesthetics.

In 1997, the City adopted a Telecommunications Policy which is consistent with the Federal Telecommunications Act. While the Telecommunications Policy contains the vision for how the City will generally embrace telecommunications and incorporate it into the lifestyle of the citizens and workforce, the more specific regulations that control the location and appearance of private wireless telecommunications facilities in Sunnyvale are found in the Wireless Telecommunication Code of Title 19 (Zoning) of the Sunnyvale Municipal Code, also adopted in 1997. The Code provides for lower levels of review and taller facilities in the industrial areas of the City and along freeway corridors. The Code also has provisions to allow telecommunication facilities in residentially zoned properties that do not have any residential use on them. Examples of residentially zoned property with other uses include churches and well sites. In all cases a use permit is required on residentially zoned property. The code requires higher levels of review and additional aesthetic controls when wireless facilities are located near or in residential areas or key commercial corridors such as El Camino Real. Public parks, public and private schools and some churches are located in the Public Facilities (PF) zoning district, typically adjacent to residential uses.

A citizen (Christopher Rosenthal) has suggested that the City prepare a plan for location of wireless telecommunications sites throughout the City, and then market public land (parks, fire stations, etc.) to wireless phone companies in order to generate revenue for the City. There are several city-owned properties located in or near residential areas which could be valuable to wireless companies for use in providing coverage in difficult to serve areas. Several wireless antennas are now located on city-owned properties, the leases for which were negotiated by the Information Technology Department.

While the City is preempted by Federal law from designating where such facilities shall be located, the City could obtain from wireless companies information regarding current gaps in service and try to identify public land which might provide locations for facilities which would close those gaps. This Study Issue would undertake this locational analysis and propose a process for marketing city-owned sites to the wireless companies. Sites for which security is a major issue (e.g. pump sites, fire stations) will be identified and possibly eliminated from consideration. The installation of facilities would still require a use permit. The use permit would examine the aesthetics of the proposal which could be a building-mounted, ground-mounted or tower-type facility.

## **2. How does this relate to the General Plan or existing City Policy?**

- The Land Use and Transportation Element contains the following relevant action statements:
  - C1.1.1 Prepare and update land use and transportation policies, design guidelines, regulations and engineering specifications to reflect community and neighborhood values.
  - N1.1.1 Limit the intrusion of incompatible uses and inappropriate development into city neighborhoods.
  - N1.13.3 Provide opportunities for and encourage neighborhood-serving commercial services in each residential neighborhood.
- The Fiscal Management Sub-element contains the following action statement:
  - 7.1A.1e Investigate new revenue sources, particularly those that do not add to the tax burden of residents or local businesses.
- Telecommunications Policy, 1997.
- Wireless Telecommunication Code, Title 19, Sunnyvale Municipal Code (adopted in 1997).

**3. Origin of issue:**Council Member(s): Julia Miller, John Howe

General Plan: \_\_\_\_\_

City Staff: \_\_\_\_\_

Board or Commission : \_\_\_\_\_

Board or Commission ranked this study issue \_\_\_\_\_ of \_\_\_\_\_

Board or Commission ranking comments:

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005**5. Estimated work hours for completion of the study issue:**(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: 30(d) Estimated work hours from Finance: 30

(e) Estimated work hours from other department(s):

Department: Information Technology 60Department: Public Works 30Department: Parks & Recreation 20Department: Office of City Manager 40Total Estimated Hours: 330**6. Expected participation involved in the study issue process?**(a) Does Council need to approve a work plan? Yes \_\_\_ No X(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_\_\_

Planning Commission, Parks &amp; Recreation Commission

(c) Is a Council Study Session anticipated? Yes \_\_\_ No X

**(d) What is the public participation process?**

After eligible public properties have been identified, a public meeting will be held to which will be invited all neighborhood associations, all cell phone providers, and all residents within 300 feet of the eligible public properties. The same interested parties will be notified of any Commission or Council meetings on this subject.

**7. Cost of Study: Please mark appropriate item below.**

X Costs covered in operating budget - 242 Community Planning  
764 Information Technology  
Services  
302 Public Works Support  
Services  
265 Neighborhood Parks  
XXX OCM

\_\_\_ Costs covered by project - N/A

\_\_\_ Budget modification needed for study - N/A

Explain below what the additional funding will be used for:

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range			X		
<b>Explain impact briefly:</b> Operating costs are limited to the negotiation and administration of leases. In addition, there is the unquantifiable cost of lost opportunity in the use of public land (e.g., reduction in useable public open space). Income, in the approximate amount of \$20,000/year/facility, would flow to the General Fund.					

9. Staff Recommendation for this calendar year:

“For” Study \_\_\_ Explain:

“Against” Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Reviewed by

  
\_\_\_\_\_  
Department Director

11/22/04

\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager

11/23/04  
\_\_\_\_\_  
Date



**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Shop Sunnyvale Discount Card for Neighborhood Organizations

**Lead Department:** Community Development

**General Plan Element or Sub-Element:** Socio-Economic Element

**1. What are the key elements of the issue? What precipitated it?**

At a recent meeting, the Cherry Orchard Homeowners Association (CONA) offered the following suggestion to encourage Sunnyvale residents to "Shop Sunnyvale":

1. Issue a simple SHOP SUNNYVALE plastic ID card that is valid for a defined period of time, such as a 2-year period (2005, 2006), and require the signature or "see ID" entry area on the back of the card.
2. The card would be purchased from the City of Sunnyvale for a fee of \$10 per card, as this is designed to offset the initial costs of staff and ongoing administration for purchasing and generating the cards.
3. Present the card to any/all participating retailers, such as restaurants, stores, hotels, etc., and obtain whatever discount they have previously agreed to provide for any bearer of a SHOP SUNNYVALE discount card. It should be left up to each retailers/participating vendor of services/products, as to what their discount is whether it's a percentage of each transaction, a flat dollar amount, or even different amounts at different times of the year or for different sizes of transactions.

This study issue will explore the feasibility of developing and implementing a discount card program, look at models, work with business groups to determine their interest in participating, assess costs and determine the options for management of the program. The end report will provide analysis of these issues to determine what the City's role should or could be, and based on interest, costs, etc., Council can decide if a citywide discount card program should be implemented on either a pilot or ongoing basis.

2. **How does this relate to the General Plan or existing City Policy?**  
 Policy 5.1C.1 Support efforts to establish Sunnyvale's downtown area as a strong commercial center for the City.  
 Policy 5.1C.3 Maintain an attractive business community.  
 Policy 5.1C.4 Promote business opportunities and business retention in Sunnyvale.  
 Policy 5.1C.6 Consider development of a strong business retention program.

3. **Origin of issue:**

**Council Member(s):** Swegles

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

**Board or Commission ranked this study issue** \_\_\_\_\_ **of** \_\_\_\_\_

**Board or Commission ranking comments:**

4. **Multiple Year Project?** Yes \_\_\_ No X **Expected Year Completed** 2005

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments):**

(a) **Estimated work hours from the lead department** 100

(b) **Estimated work hours from consultant(s) if applicable:** \_\_\_\_\_

(c) **Estimated work hours from the City Attorney's Office:** 30

(d) **Estimated work hours from Finance:** 15

(e) **Estimated work hours from other department(s):**

**Department:** Office of the City Manager 25

**Department:** \_\_\_\_\_

**Department:** \_\_\_\_\_

**Total Estimated Hours:** 170

**6. Expected participation involved in the study issue process?**(a) Does Council need to approve a work plan? Yes \_\_\_ No X(b) Does this issue require review by a Board/Commission? If so, please list below: Yes \_\_\_ No X(c) Is a Council Study Session anticipated? Yes \_\_\_ No X(d) **What is the public participation process?** Outreach to Sunnyvale Neighborhood Associations, business associations such as the Chamber of Commerce, Downtown Association and Auto Dealers Association.**7. Cost of Study: Please mark appropriate item below.**X Costs covered in operating budget – 244 Economic Development\_\_\_ Costs covered by project - n/a\_\_\_ Budget modification needed for study – n/a

Explain below what the additional funding will be used for:

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range		X			
Operating expenditure range		X			
New revenues/savings range		X			
<b>Explain impact briefly:</b> There may be a cost to develop and distribute a discount card to neighborhood associations. The intent is to increase shopping at Sunnyvale retail and hospitality venues thereby increasing revenues to the City.					

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9. Staff Recommendation for this calendar year:

“For” Study \_\_\_ Explain:

“Against” Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation   X  

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
Department Director11/30/04  
\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager12/1/04  
\_\_\_\_\_  
Date

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2005

**New** X

**Previous Year (below line/defer)** \_\_\_\_\_

**Issue:** Economic Development Effort to Capitalize on the New Kaiser Hospital to Encourage Medically Related Industries and Services in Sunnyvale

**Lead Department:** Community Development Department

**General Plan Element or Sub-Element:** Socio-Economic

**1. What are the key elements of the issue? What precipitated it?**

Kaiser Permanente is constructing a new Medical Center on a 52-acre site in Santa Clara which borders Sunnyvale at the intersection of Homestead Road and Lawrence Expressway. The campus will be home to medical offices, a cancer treatment center and a hospital. The facility will replace the current medical center located on Kiely Boulevard in Santa Clara and will offer many new features and services.

A citizen (Richard Parenteau) suggested that the City should focus on how Sunnyvale can benefit from the new Kaiser Hospital facility, by attracting businesses related to the hospital operation and also to become a partner with Kaiser in the development of new home health delivery systems and related technology.

If this study issue is ranked for completion this year, staff would meet with Kaiser representatives to build a working relationship and to determine the type of service industries that are needed to support the medical facility. Staff anticipates that many of these are small companies which may or may not be sales tax producers. A strategy for the attraction, retention and future growth of these companies in Sunnyvale would be developed and prioritized to determine which industries would be targeted.

Economic Development staff is currently identifying growing and emerging medical technology companies that may become major sales tax producers. Staff completed a bio survey that will result in an action plan to support and develop jobs and industry growth. Sunnyvale's biotechnology businesses are medical device companies and most companies generate sales tax. Staff is analyzing the survey's responses to further explore how the City can assist these companies with long term growth in Sunnyvale. The end result will be a retention/attraction plan for the biotechnology industry which in return would support the medical

industry. However, staff does not believe that the development of the new Kaiser Medical facility, which is not a research hospital, will significantly alter the location of these biotechnology companies in Sunnyvale now or in the future.

2. **How does this relate to the General Plan or existing City Policy?**

The Socio-Economic Element contains the following relevant statements:

**GOAL 5.1B** – Maintain and establish policies that promote a strong economy which provides economic opportunities for all Sunnyvale residents within existing environmental, social, fiscal and land use constraints.

**Policy 5.1B.2** Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.

**Policy 5.1B.3** Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.

**GOAL 5.1C** – Endeavor to maintain a balanced economic base that can resist downturns of any one economic sector.

**Policy 5.1C.3** Maintain an attractive business community.

**Policy 5.1C.4** Promote business opportunities and business retention in Sunnyvale.

**Policy 5.1C.6** Consider development of a strong business retention program

3. **Origin of issue:**

**Council Member(s):** Fred Fowler, John Howe

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Board or Commission ranked this study issue** \_\_\_\_\_ **of** \_\_\_\_\_

**Board or Commission ranking comments:**

4. **Multiple Year Project?** Yes \_\_\_ No X **Expected Year Completed** 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: \_\_\_\_\_

(c) Estimated work hours from the City Attorney's Office: \_\_\_\_\_

(d) Estimated work hours from Finance: 10

(e) Estimated work hours from other department(s):

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 130

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☐ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☐ No ☒  
\_\_\_\_\_

(c) Is a Council Study Session anticipated? Yes ☐ No ☒

(d) What is the public participation process?

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – 244 Economic Prosperity

☐ Costs covered by project - N/A

☐ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range					

Operating expenditure range					
New revenues/savings range					
Explain impact briefly:					

9. Staff Recommendation for this calendar year:


"For" Study      Explain:

"Against" Study      Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation   X  

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
Department Director

12/10/04  
\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager

12/10/04  
\_\_\_\_\_  
Date